

1. Magic Africa Child Protection Code of Conduct

Key Principles for Magic Africa:

Non-Discrimination: Equal rights for all children, regardless of gender, ethnicity, disability, or social status.

Best Interests: Decisions affecting children must prioritize their well-being.

Survival & Development: Ensure access to education, healthcare, nutrition, and safe environments.

Participation: Children's voices must be heard in matters affecting them

Operational Commitments

Protection from Harm

Prohibit all forms of abuse, exploitation, and harmful practices (e.g., child labor, early marriage).

Train staff to identify risks, including cultural challenges (e.g., witchcraft-related abuse).

Partner with communities to combat gender-based violence and discrimination.

Access to Education & Health

Education: Eliminate barriers to schooling (e.g., poverty, gender bias) through scholarships and community outreach.

Health: Provide clean water, nutrition, and medical care, particularly in underserved regions.

Child Participation

Establish child-friendly feedback mechanisms (e.g., councils, surveys).

Community Empowerment

Collaborate with local leaders to strengthen child protection systems.

Support income-generating initiatives (e.g., cooperatives) to reduce poverty-driven rights violations.

2. Magic Africa's Child & Compulsory Labour Policy

Aligned with the International Labour Organization (ILO) guidelines and African cultural contexts, Magic Africa ensures the rights of children are safeguarded across its operations and supply chains.

Prohibited Child Labour Practices

Magic Africa strictly prohibits the following, even if culturally normalized in some regions:

Underage Employment:

Driving: No staff under 18 may drive vehicles, including safari cars or boats (common in rural areas where minors operate matatus or boda bodas).

Porters: Children below 16 are barred from carrying heavy luggage (e.g., camping gear, supplies), a practice often seen in mountain regions like Kilimanjaro.

Entertainment: Daily employment of children in tourism entertainment (e.g., dancing, singing) is banned, even if part of cultural performances.

Exploitative Work:

Children under 14 are not permitted in hotels, restaurants, or as guides, even if local customs (e.g., confiage in Togo) encourage apprenticeships.

Hazardous roles in mining, construction, or agriculture (e.g., granite quarries in Uganda and other African regions) are excluded from supply chains.

Permitted Activities

Magic Africa supports light, non-exploitative work that aligns with ILO standards and cultural traditions:

Family-Based Learning: Children may assist in family-run lodges (e.g., tending crops, craft-making) if it does not disrupt education or health.

Cultural Education: Participation in seasonal festivals or short-term cultural demonstrations (e.g., Maasai beadwork workshops) is allowed with parental consent.

Supplier Compliance & Safeguards

Age Verification:

Suppliers must provide proof of age (e.g., birth certificates, school records) for all staff. Unregistered children (common in rural Kenya) are referred to NGOs for documentation.

Working Conditions:

Time Limits: Children aged 14+ in light roles (e.g., souvenir sales) work ≤ 3 hours/day, with no night shifts (8 PM–6 AM).

Education Access: Suppliers must ensure children attend school ≥ 6 hours/day. Partnerships with NGOs like Educo (Burkina Faso) provide scholarships for at-risk youth.

Cultural Sensitivity:

Collaborate with community leaders to address traditions like almudos (Quranic students in Gambia) or talibés (Senegal), redirecting them to safe, educational frameworks.

Monitoring & Enforcement

Supplier Audits: Annual checks for compliance with ILO Convention 182 (worst forms of child labour).

Training: Guides and drivers report violations (e.g., child porters in Uganda's Rwenzori Mountains) to Magic Africa's 24/7 ethics hotline.

Corrective Actions: Non-compliant partners are suspended until remediation (e.g., enrolling children in schools like Kenya's ChildFund programs).

Alignment with African Contexts

Legal Frameworks: Adhere to national laws (e.g., Ghana's Children's Act 1998, Kenya's Employment Act) while addressing enforcement gaps through NGO partnerships.

Cultural Solutions: Replace exploitative practices (e.g., confiage) with paid adult apprenticeships in tourism roles.

Magic Africa's approach balances cultural respect with child protection, ensuring sustainable tourism that uplifts communities while eradicating exploitation.

We commit to fostering environments where children thrive, free from fear or harm. Our actions will reflect the highest standards of care, aligned with international frameworks and Africa's cultural realities.